



LESSON CONTENT TEMPLATE

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Lesson 6 communication channels

The approach channels of the company's customers could not be something other than the approach through online advertising, social media, google adwords but also face to face approach by the sales team. Also, the use of newsletters tools such as newsletters, direct emails and posts on the website itself are a channel of communication not only to employers but also to the job seekers.

Suggested values are provided to customers through communication channels, distribution and sales. The communication channels serve various functions:

- Make the products and services of the company known
- .Help customers evaluate the value proposition.
- They enable customers to procure products and business services.
- Deliver the suggested value to the customers.
- Provide customers with after sales support.

Key questions that should be answered for the effective communication with customers are:

- Through which communication channels do we prefer to reach customers?
- How do we approach them now?
- Which communication channels work best?
- Which are more cost effective?
- How do we integrate them into our customers' daily routine?

